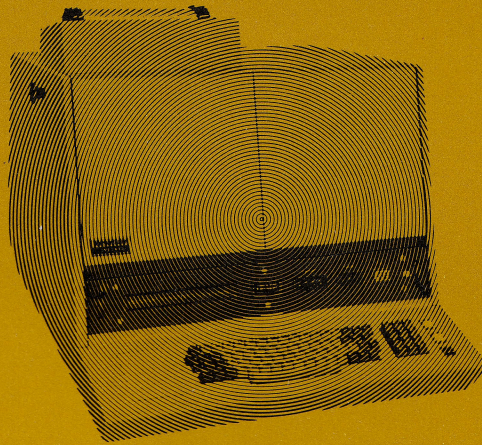


Mergenthaler

Linocomp



**The low-cost phototypesetter
that changes
your entire type life style**

In the tradition



of Mergenthaler



Mergenthaler

Linocomp

DIRECT ENTRY—INPUT TO PRINT-OUT

Linocomp is a table-top no-nonsense unit that's at home in the shop or office. It was born out of experience with the total typesetting operation and will expand the horizon of even the most unsophisticated operator to match the skill of the craftsman. You'll find operators among your typists who will be right at home with Linocomp. There's very little to which she needs to get accustomed. Even line calculations are shown electronically. The inside pages will answer most of your questions. We describe some applications, cost-cutting advantages, how it works, discuss training manuals, tell you something about the world-famous type library, give you a view of operational functions, etc. Linocomp is responsibly engineered in the tradition and experience of Mergenthaler.

the multi-purpose phototypesetter

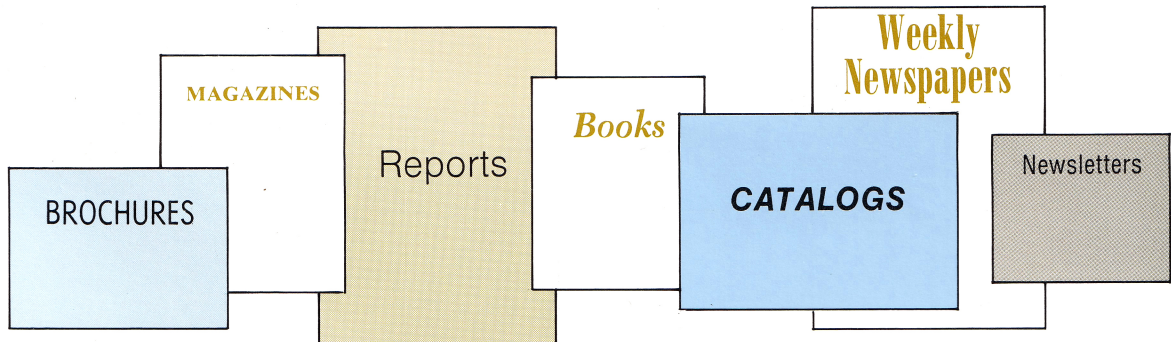
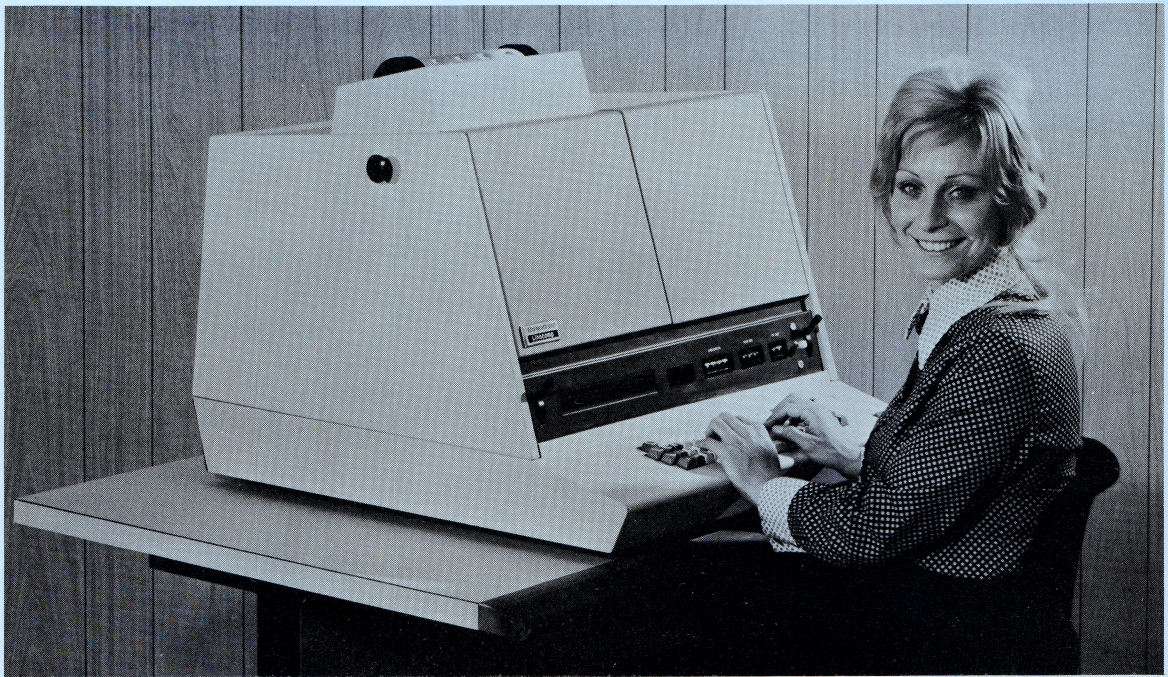
Mergenthaler

Linocomp...

For commercial, industrial, scientific, educational and professional use

Linocomp has been designed for growth. It is expandable and adaptable for: the small weekly newspaper, print shop, art and production, studios, industrial plants and one-line correction device for major typesetting systems. All will find constant uses for the Linocomp. Today typeset-

ting is considered an important office function, preparing literature which includes newsletters, weekly newspapers, bulletins, magazines, commodity and statistical reports, catalog pages, you name it! There's more to Linocomp than meets the eye; the applications are endless.





Linocomp has exclusive use of the largest non-public library

Linocomp extends the usefulness of the library of Mergenthaler typefaces. This important typeface library is the criterion of graphic art designers and type experts. Linocomp employs the same type designs of the sophisticated Linotron 505, Linotron 303 and V-I-P

typesetters. Type size styles are chosen from an auxiliary group of keys located on the keyboard. The operator merely depresses a key marked "1", "2", "3", or "4" to alert the machine of a type style change. There is no limit to the amount of typeface mixing on a line.

Showing 11 type sizes in one of hundreds of Linocomp type styles available.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
6 pt. Times Roman

abcdefghijklmno ABCDEFGHIJK
14 pt. Times Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU
7 pt. Times Roman

abcdefghijklmnopqrstuvw
ABCDEFGHIJKLMNO
18 pt. Times Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQ
8 pt. Times Roman

abcdefghijklmnopqr
ABCDEFGHIJKLM
24 pt. Times Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLM
9 pt. Times Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJ
10 pt. Times Roman

abcdefghijklmnopqrs ABCDEFGHIJKLM
11 pt. Times Roman

abcdefghijkl
ABCDEFGH
36 pt. Times Roman

abcdefghijklmnopqrstuvw ABCDEFG
12 pt. Times Roman

Atlanta
1950 Century Boulevard, N.E.
Atlanta, Georgia 30345

Midwest
560 Lively Boulevard
Elk Grove Village, Illinois 60007

San Francisco
155 Twelfth Street
San Francisco, California 94103

Dallas
2880 Walnut Hill Lane
Dallas, Texas 75229

New England
393 Totten Pond Road
Waltham, Massachusetts 02154

Canada
Canadian Linotype Company
Toronto/Montreal
Winnipeg/Vancouver

Los Angeles
1930 Wilshire Blvd., Suite 820
Los Angeles, California 90057

New York
One Penn Plaza
250 West 34 Street
New York, New York 10001

Mergenthaler

an **Eltra** company

MERGENTHALER LINOTYPE COMPANY, Mergenthaler Dr., P.O. Box 82, Plainview, N.Y. 11803 (516) 694-1300

Linocomp is the low-cost phototypesetter

Answers to some often asked Questions

Q: What sizes are available?

A: There are 11 sizes that range from 6 to 36 pt. All type is base-aligned and two sizes are possible on any given line. Changes can be made without exposing the output and the size range covers 6, 7, 8, 9, 10, 11, 12, 14, 18, 24, and 36 points. Point sizes are manual from front panel. Sizes are changed simply by employing a clamp mounting.

Q: Will you describe the line length selections?

A: The line length is 45 picas and can be selected from the panel which indicates the line measure through the use of a display indicator. Counting can be either down or up as anticipated on the visual Line Length Remainder Display.

Q: What's the input procedure?

A: It's by direct keyboard with optional provisions for the acceptance of paper tape.

Q: How many faces and total characters can be utilized on the Linocomp?

A: Linocomp has a major exclusive. All 4 font masters can be individually interchanged and the number of characters on the font far exceed any other film strip. Image masters are replaced in 30 seconds. There are 105 characters on a font, with 4 fonts making 420 characters. As you know, the Mergenthaler font library is the largest in the world.

Q: How many widths of paper can be used and does one have to employ different cassettes for various widths?

A: The paper widths are 3", 4", 6¾" and 8" and can be used with the same cassette rather than many. This is an exclusive feature with Linocomp.

**Linocomp
pay-back period
is fast!**

Linocomp can pay for itself in about two years, depending on application. Strike-on typesetting can be considerably more expensive than Linocomp. For instance: Linocomp setting can take half as much space as is commonly set on the typewriter. Figure the number of copies, number

from the folks who invented the Linotype

Q: Can fonts be selected automatically?

A: The Linocomp can automatically change all four fonts subject to simple manual change between each working pair.

Q: How about justification?

A: Proper justification can be accomplished in four ways: (1) hyphenless; (2) discretionary; (3) semi-automatic and (4) manual. Complete control over word spacing expansion and letter-spacing is provided. The minimum justification space is 1/9th of a point and the maximum justifiable line is 45 picas.

Q: Can I recall, in the display window, what has been previously keyboarded?

A: The Linocomp has provision for calling up and displaying from memory, up to 256 previous keyboarded characters, a real help to the operator.

Q: The size and weight of the Linocomp?

A: The size is 36" wide, 30" deep and 23" high, table top mounted. Weight 165 lbs., 210 lbs. shipped.

Q: Are the usual typographic functions, such as letterspacing, word spacing, leading control, quadding, and so forth accomplished from the keyboard?

A: Letter space control is switch selectable which may allow for setting a line with or without letterspacing. Word spacing is also controlled by switch. Leading control produces forward and reverse movement in increments of 1/2 point forward, 0-63 1/2 points, and reverse, 0-24 points. Traditional typographic capabilities can be achieved such as quadding, ragged right, rules and leaders, tabulation, kerning, automatic line repeats, and character alignment. Rules and leaders can be accomplished with any keyboard selected character. Tabulation is set by keyboard command. Kerning is by optional set width or keyboard control by the operator. Quadding, ragged right, leaders and tabulation are all automatic.

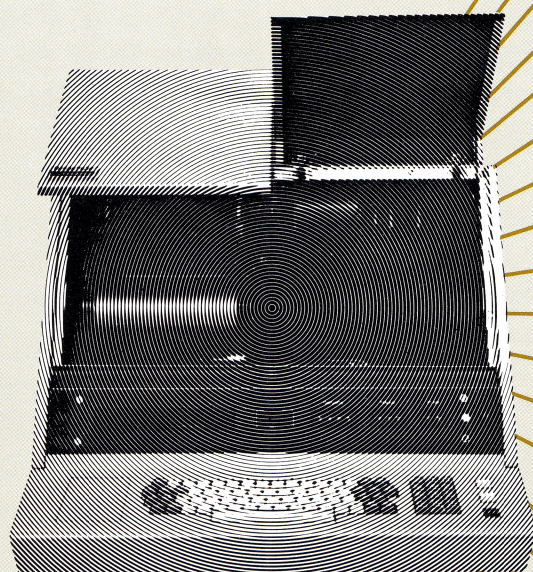
of masters, number of plates run, and time on the press. Multiply them over 12 months. Often the number of pages may be cut in half. For instance: 13 pages of strike-on type can be turned into seven. Three ounces of mail turns into two ounces and with today's postage increase, 15,000 pieces

of mail can save considerable on postage, by bulk-cutting production. Divide the capital cost of the Linocomp by 104 weeks—it's equal to 1/2 the cost of labor. Ask us to prove the saving on paper and production and the pay-back on capital costs.

Compare Linocomp with other phototypesetters

The Linocomp is a unique, direct entry photo-typesetting system of extreme simplicity. It produces the very finest typography to meet all composition needs. No other similar photocomposing machine can score equally with the Linocomp.

Check out
these
points



- All sizes to 45 pica widths
- Two lenses operative at one time
- Four individual type fonts on-line at one time
- 105 characters per font
- All lens and type font strips interchangeable
- All type base-aligned
- Built-in kerning
- Automatic plus and minus letterspacing
- Discretionary hyphenation
- Single input typing
- A typeface for every printing purpose
- Built by the folks who invented the Linotype
- 32-character display upper and lower case, 128 available symbols
- Line Length Remainder Display
- Forward and reverse leading in 1/2 pt. increments
- Dial in line length, picas and points, etc., etc., etc.
- Recall 256 characters previously keyboarded

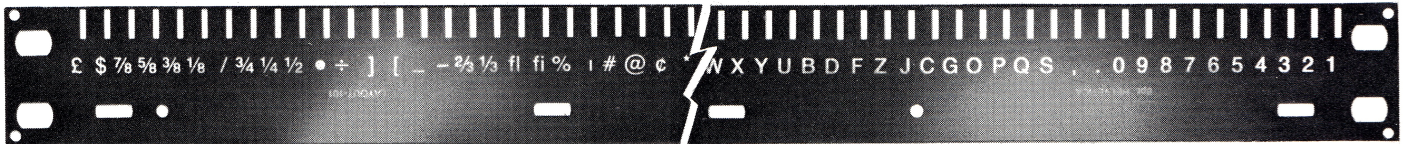
Linocomp
MAINTENANCE
MANUAL

Linocomp
OPERATOR
TRAINING
MANUAL

Manuals for easy operator-training and maintenance

Running the Linocomp is a pleasant operation. The manuals are simple to understand. Terms are characteristic of the Linocomp, written for the be-

ginner or the professional. Suggestions and ideas on how to get the most out of the Linocomp with the least effort have been prepared by experts in typography. The keyboard layout is familiar to any typist. Mergenthaler has been training operators for over 87 years; we know what operator-training and maintenance manuals should accomplish.



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6 pt. Times Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU
7 pt. Times Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQ
8 pt. Times Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLM
9 pt. Times Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJ
10 pt. Times Roman

abcdefghijklmnopqrs ABCDEFGHIJKLM
11 pt. Times Roman

abcdefghijklmnopqrstuvw ABCDEFG
12 pt. Times Roman

abcdefghijklmno ABCDEFGHIJK
14 pt. Times Roman

abcdefghijklmnopqrstuvw
ABCDEFGHIJKLMNO
18 pt. Times Roman

abcdefghijklmnopqr
ABCDEFGHIJKLM
24 pt. Times Roman

abcdefghijkl
ABCDEFGH
36 pt. Times Roman

Atlanta
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2880 Walnut Hill Lane
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1930 Wilshire Blvd., Suite 820
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Waltham, Massachusetts 02154

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One Penn Plaza
250 West 34 Street
New York, New York 10001

San Francisco
155 Twelfth Street
San Francisco, California 94103

Canada
Canadian Linotype Company
Toronto/Montreal
Winnipeg/Vancouver

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